

The Role of Cultural Entrepreneurship in Sustainable Destination Marketing: Women's Leadership as Driver Sustainability Tourist Culture in Bali

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ABSTRACT

This study aims to analyze the influence of women's leadership and entrepreneurial culture on sustainable destination marketing, with authentic destination value serving as a mediating variable within the context of cultural tourism destinations in Bali. A quantitative approach was employed, utilizing a survey design that involved tourism village managers, tourism business operators, and key stakeholders. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine both direct and indirect relationships between the variables. The results indicate that women's leadership and entrepreneurial culture have a positive and significant impact on sustainable destination marketing, both directly and indirectly through authentic destination value. These findings suggest that preserving cultural values—combined with inclusive leadership—can enhance the competitiveness and sustainability of cultural tourism destinations. The study is limited by its geographical scope, which was confined to selected cultural tourism villages in Bali. Its novelty lies in the development of an integrated model that elucidates the mediating role of authentic destination value in linking women's leadership and entrepreneurial culture to sustainable destination marketing. The findings are expected to serve as a reference for destination managers and stakeholders in formulating marketing strategies that prioritize sustainability, women's empowerment, and the preservation of local culture. Consequently, this approach can strengthen stakeholder collaboration in the sustainable and locally-oriented management of cultural destinations.

Keywords: Culture Entrepreneurship, Women's Leadership, Authentic Destination Value, Sustainable Destination Marketing, Tourism Culture.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan perempuan dan budaya kewirausahaan terhadap pemasaran destinasi berkelanjutan, dengan nilai destinasi autentik sebagai variabel mediasi pada destinasi wisata budaya di Bali. Penelitian ini menggunakan pendekatan kuantitatif dengan desain survei yang melibatkan pengelola desa wisata, pelaku usaha pariwisata, dan pemangku kepentingan utama. Data dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) untuk menguji hubungan langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa kepemimpinan perempuan dan budaya kewirausahaan berpengaruh positif dan signifikan terhadap pemasaran destinasi berkelanjutan, baik secara langsung maupun tidak langsung melalui nilai destinasi autentik. Temuan ini menunjukkan bahwa pelestarian nilai-nilai budaya yang dipadukan dengan kepemimpinan inklusif dapat meningkatkan daya saing sekaligus keberlanjutan destinasi wisata budaya. Penelitian ini memiliki keterbatasan pada cakupan geografis yang hanya mencakup beberapa desa wisata budaya di Bali. Kebaruan penelitian ini terletak pada pengembangan model terintegrasi yang menjelaskan peran mediasi nilai destinasi autentik dalam menghubungkan kepemimpinan perempuan dan budaya kewirausahaan dengan

pemasaran destinasi berkelanjutan. Hasil penelitian ini diharapkan dapat menjadi referensi bagi pengelola destinasi dan pemangku kepentingan dalam merancang strategi pemasaran yang berorientasi pada keberlanjutan, pemberdayaan perempuan, dan pelestarian budaya lokal. **Dengan** demikian, pendekatan ini dapat memperkuat kolaborasi antar pemangku kepentingan dalam pengelolaan destinasi budaya secara berkelanjutan dan lokal.

Kata kunci: Budaya Kewirausahaan, Kepemimpinan Perempuan, Nilai Destinasi Autentik, Pemasaran Destinasi Berkelanjutan, Wisata Budaya.

INTRODUCTION

Tourist is sector important and very promising for all countries. Tourism in Indonesia is one of the important pillars in build economic and capable create field Work as well as increase income society and encourage regional growth. Tourism also has responsibility answer in guard sustainability social, cultural and environmental as foundation main development destination. Orientation development tourism moment this has shift from paradigm that focuses on improvement amount traveler towards development tourist sustainability. Marketing tourist sustainable No Again improvement - oriented amount tourists but directed at creation mark term long through development products, gifts benefit for society, change behavior tourists and all stakeholders interest destinations according to UN Tourism (2024), development sustainable tourism must capable balance interest economy with preservation culture, protection environment as well as welfare public local. So that concept sustainable destination marketing become the more relevant Because No Again just activity - oriented promotion but also in creation mark term length that gives benefit for all over stake holders interest.

Bali as one of the destination tour best in the world according to Travel Advisor (2025) has superiority that comes from riches customs, arts and philosophy of Tri Hita Karana which became base life its people, characteristic the make Bali have Power strong pull for traveler domestic and abroad. However rapid development industry also causes various challenges, including increasing commercial culture, change function room culture, pressure to sustainability environment, as well as decrease authenticity experience perceived tourism visitors. Conditions the show that management destination No Enough improvement - oriented power competitive, but must capable maintain identity culture as asset the main thing that differentiates with destination other.

In Bali tourism there are several estimated factors contribute in formation mark a authentic destination is Cultural Entrepreneurship, According to Richards (2022) cultural entrepreneurship is ability individual and community in develop innovation rooted in culture local, so that capable produce mark economy without ignore preservation identity culture, In the context tourist culture, draft this not only push creation product and experiences unique tourism, but also increases participation public in guard sustainability culture as source power main destination. So that strengthening entrepreneurship based culture become an important strategy For increase Power competition destination at a time maintain values that become characteristics typical.

Leadership Women is also very important in increase development economy society and already recognized capable awaken Power competition destination tour sustainable. The role of women special in all activity the people of Bali are very important as leader who holds responsible answer for success whether or not a event.as destination tour many events that must be implemented Balinese society starting from

ceremony religious entrepreneurial and related operational village destination tour partly big trusted implementation to leadership women, So that involvement leadership women in Bali have get recognition and ability as driving force preservation culture, empowerment society and creator innovation. Santos et al (2024) stated woman`s leadership capable strengthen collaboration between stake holder interests. In the context of Bali, role women are very strategic because they involved in a way active in guard traditions, arts, culture, ceremonies customs, as well as entrepreneurship that becomes power full main tourist area.

Although study about Women Leadership, Cultural Entrepreneurship. Authentic Destination Value and Sustainable Destination Marketing have experience rapid development, but there is a number of gaps that still exist need attention, first, some big study previously tend study connection between variable in a way partial, study of women's leadership generally focused on empowerment women, leadership organization or development society, meanwhile study regarding Cultural Entrepreneurship more Lots directed at creation mark economy and development industry creative. On the other hand, research about Sustainable Destination Marketing more Lots drip focus on marketing strategy green, digital marketing and management destination sustainable, as a result Not yet Lots integrated research to four construction to in one comprehensive conceptual model.

Second, research previously Still give attention limited to mechanism How Women's Leadership and Cultural Entrepreneurship capable create the next Authentic Destination Value capable strengthen implementation Sustainable Destination Marketing. Part of big studies put mark authentic destination as outcome of management destination, not as mechanism mediation (mediating mechanism) which explains the process of forming a marketing strategy sustainable destinations, according to perspective Service Dominant Logic, Vargo & Robert (2004) value destination formed through *the value co-creation* process between public local, perpetrator business, management destinations and tourists.

Third, empirical research partly big carried out at the destination urban, destination based natural or developed countries, so proof empirical about connection between construction at the destination tour culture that has characteristics strong social and cultural relatively Limited. The famous Bali with tourist world culture has unique characteristics Because sustainability tourism is very dependent on the ability public in guard authenticity culture. Bali is able strengthen participation community, integrating values local like Tri Hita Karana philosophy, to in management and marketing destination. Therefore That results research in context other destinations yet Of course can generalized to the Balinese context.

Based on gap the study this offer a conceptual model that integrates *Women's Leadership* and *Cultural Entrepreneurship* as determinant main *Sustainable Destination marketing* with put *Authentic Destination Value* as variables mediation. This model expected capable explain mechanism formation marketing sustainable destinations through creation mark authentic destination, while expand development theory marketing destination in context tourism in Bali.

LITERATURE REVIEW

Women's Leadership

In some year final *Women's Leadership* the more Lots discussed in literature tourist Because viewed as one of the contributing factors to development more destinations inclusive innovative and sustainable Different with approach traditional leadership in general achievement-oriented performance economy women's leadership is more emphasize importance collaboration, empowerment community conservation culture, as well as sustainability in term length. Characteristic the make leadership women are very relevant in management destination tour culture, remembering success something destination No only measured from improvement amount visit tourists, but also from his abilities guard identity culture and improve welfare public local.

Through study systematic about leadership women and gender equality in the sector tourism, Kourtesopoulou and Chatzigianni (2021) stated that that Woman own significant contribution in push innovation, strengthening activity entrepreneurship, as well as creating more destination development inclusive. They also emphasized that leadership Woman No only expand participation woman in activity economy, but participate increase resilience social community and support creation of governance principle-oriented tourism sustainability.

View the reinforced by Figueroa, et al. (2020), who stated that study about entrepreneurship tourist Still dominated by perspective masculine measuring success based on growth economy and level profit only. In fact leadership Woman present different approaches through strengthening participation society, orientation to interest community, as well as more commitment big to sustainability culture. Therefore that they recommends that a gender perspective be integrated in a way more comprehensive in study and practice management destination tour. Study on *entrepreneurial leadership* also shows that leadership Woman is phenomena that are dynamic and influenced by interactions between factor social, cultural, and institutional. In other words, identity a leader Woman No formed statically, but rather develop through experience, values culture, as well as relationships that are built with community and environment surrounding area. At the destination tour culture like Bali, conditions the make leadership Woman as social capital that is capable strengthen innovation, expanding collaboration, and improve capacity public in manage destination in a way sustainable

Various study latest participate show that Woman perpetrator business in the sector tourist functioning as agent change (*agents of change*) who are capable connect preservation culture with development economy creative. Through various activities, such as development craft traditional, culinary local, art performances, as well as product tour based culture, women contribute in strengthen identity local at a time create mark plus economic conditions the show that contribution leadership Woman No only limited to achievement benefit economy, but also includes effort guard sustainability culture as well as increase Power pull destination in term long.

Based on various study the can concluded that *Women's Leadership* is source Power strategic in development destination tour sustainable culture. Leadership Woman contribute to improvement effectiveness management destination through strengthening participation community, development innovation, preservation culture, as well as creation mark authentic destinations. In research This is *Women's Leadership* defined as ability woman for influence, move, and empower public in manage destination tour culture in a way sustainable. Therefore that leadership Woman estimated give influence

positive to Authentic Destination Value and Sustainable Destination Marketing, both in a way direct and through the process of creation mark destination.

Cultural Entrepreneurship

Cultural Entrepreneurship is connecting concept activity entrepreneurship with effort preservation as well as utilization source Power culture For produce mark economic, social and cultural in a way simultaneously. Different with draft entrepreneurship more conventional achievement - oriented financial gain, cultural entrepreneurship views culture as a strategic asset that is capable of push innovation, strengthening identity local, as well as create differentiation sustainable destinations. In the sector tourist culture, concept This functioning as bridge between preservation inheritance culture with development product and experience tourism that has mark plus for tourists. Increasing interest traveler to authentic, participatory, and content- based experiences culture local the more strengthen relevance *Cultural entrepreneurship* in development destination tour.

Richard (2025) explains that development tourist culture show existence change paradigm from utilization culture as object tour going to creation experience culture that involves participation active public local, creativity, and inheritance culture intangible cultural *heritage*. In perspective mentioned, *cultural entrepreneurship* viewed as one of the strength the main driving force transformation tourist through the process of *co-creation of value* between perpetrator culture, community local, and tourists. Therefore that, culture No Again treated as consumed commodities traveler only, but develop become source innovation that strengthens identity destination at a time increase quality experience tourism. Arsa, *et al.* (2025), explains that industry creative based culture capable increase income public at a time strengthen identity culture local. Management of cultural capital in a way sustainable No only give benefit economy for society, but also strengthens image destination as culture that has characteristics unique and authentic

Reviewed from perspective marketing destination, *cultural entrepreneurship* own role important in form Authentic *Destination Value* something destination No only determined by the existence of inheritance culture, but also by ability public local in manage, interpret, and present culture in a way creative without reduce meaning and the values inherent in it. Richards (2025) emphasizes that traveler moment This more prioritize personal, participatory, and authentic experiences. Therefore that, success marketing destination No Again only determined by activity promotion, but also by ability perpetrator local in present experience unique, meaningful and different culture from destination other.

In the Balinese context, the application of *cultural entrepreneurship* own level very high relevance. Attraction main Bali tourism is not only based on beauty nature, but also on wealth reflected culture through system customs, religious rituals, art performance, architecture traditional, crafts, and Tri Hita Karana philosophy. Various activity economy creative developments in society, especially those managed by women, show that culture has become source innovation at a time driving force economy local. Therefore that, strengthening cultural entrepreneurship is not only contribute to preservation culture, but also strengthen formation *Authentic Destination Value* that becomes foundation main in development *Sustainable Destination Marketing*. Utami *et al.* (2023) who found that entrepreneurship public based local potential is an important factor in success development village tour sustainable development various business creative based culture No only increase welfare society, but also strengthens sustainability

destination through innovation product tourism and engagement public in management destination.

Based on various study said, can concluded that *Cultural Entrepreneurship* is ability individual and community For develop innovation rooted in culture local so that capable produce mark economy without reduce authenticity and identity culture that is owned. In research This is *Cultural Entrepreneurship* positioned as source Power estimated strategic give influence positive to *Authentic Destination Value* and *Sustainable Destination Marketing*. The more tall ability perpetrator destination in develop entrepreneurship based culture, increasingly big opportunity creation mark authentic destination and marketing strategies sustainability - oriented destinations.

Authentic Destination Value

Authentic Destination Value (ADV) is growing be one of draft central in study marketing destination along increasing trend traveler For look for an authentic, meaningful, and reflective experience character culture local. In the paradigm marketing modern tourism, success something destination No Again only determined by quality facility and Power pull physical, but also by his abilities present reflective experience identity, values culture and uniqueness something place. Because of that that is, *Authentic Destination Value* understood as perception traveler to mark characteristic obtained through interaction with society, traditions, culture and environment considered destination own level high authenticity. Shift preference traveler from orientation consumption product tour going to search authentic experience make draft This the more important in development destination tour culture.

In perspective marketing destination, *Authentic Destination Value* own close relationship with formation image destination *image*, satisfaction tourists, and loyalty to destination. The results of a meta-analysis conducted by Yin and Dai (2021) on 68 studies show that perception traveler to authenticity give influence significant positive to loyalty. Tourists who obtain experience authentic tend feel more satisfied, have more desires big For do visit repeat, and more willing recommend destination to others. Findings the indicates that authenticity No only own mark culture, but also a asset strategic support effectiveness marketing destination.

Perspective *Service-Dominant Logic* (SDL) provides explanation that mark something destination No produced in a way unilaterally by the provider service, but rather built through an involving value *co-creation* process manager destination, community local, perpetrator businesses, and tourists. Ferdinand (2021) explains that *Authentic Destination Value* formed through combination quality environment destination (*destination services cape*), suitability between identity destination with hope tourists (*destination congruence*), as well as experience gained during the visit process.

At the destination tour culture, formation *Authentic Destination Value* No only depends on the existence of inheritance culture tangible (*tangible cultural heritage*), but also wealth culture not objects (*intangible cultural heritage*), such as traditions, religious rituals, art performances, language, culinary, and various mark local which is still practiced in life society. Therefore that, success create mark authenticity is greatly influenced by the level of participation public in maintain, preserve and develop identity culture destination. The more tall commitment public to preservation culture, increasingly strong perception traveler to authenticity destination, so that position destination in the tourism market culture become the more competitive.

Based on various study *Authentic Destination Value* defined as perception traveler to mark typical something destinations that are formed through authenticity culture, experience tourism, interaction with public local, and identity destination. In research this, variable the play a role as variables mediation that explains mechanism How *Women's Leadership* and *Cultural Entrepreneurship* influence *Sustainable Destination Marketing*. The more tall perception traveler to authenticity destinations, increasingly big opportunity destination For build positive image, increasing loyalty tourists, as well as strengthen sustainability marketing destination tour culture.

Sustainable Destination Marketing

Sustainable Destination Marketing is approach marketing destination that integrates principles sustainability to in the entire process of development, management and promotion destination tourism. Different with approach marketing more conventional improvement - oriented amount visit tourists, concept This focuses on creation mark term long through balance between growth economy, conservation culture, protection environment, as well as improvement welfare public local. As the number of attention to issue development *Sustainable Destination Marketing* has develop be one of paradigm main in management destination tourism in various countries (Font & McCabe, 2022). At the destination tour culture, *Women's Leadership* own strategic role in support implementation *Sustainable Destination Marketing*. Leadership Woman generally characterized by an approach that emphasizes collaboration, empowerment community, conservation traditions, as well as development economy inclusive local characteristics the contribute to marketing strategy development that is not only aim increase Power pull destination, but also care sustainability culture as identity main destination tourism. In addition, women often play a role as connector between community, perpetrators businesses, government, and tourists so that capable strengthen synergy inter-stakeholder interest in management destination.

On the other hand, *Cultural Entrepreneurship* contribute to strengthening *Sustainable Destination Marketing* through development product tour based culture, innovation economy creative, and creation experience distinctive tourism. Richards (2022) explains that entrepreneurship culture give opportunity for public local For produce various products and services that have mark plus without remove meaning culture that becomes identity destination. Innovation the No only increase differentiation destinations and strengthen *destination branding*, but also presents experience more tourism authentic so that increase Power pull destination in the eyes traveler

Perspective *Service-Dominant Logic* (SDL) explains that success marketing sustainable destinations No only determined by ability organization destination in offer product tourism, but also by *the value co-creation process* that involves public local, government, actors businesses, and tourists. Within the framework *Authentic Destination Value* viewed as results from collaboration various stakeholders interest in create experience authentic, meaningful, and sustainable tourism. Authentic value is created Then contribute to strengthening image destination, improvement satisfaction and loyalty tourists, as well as success marketing strategy implementation destination in term long.

Based on various study *Sustainable Destination Marketing* in study This defined as ability something destination For design and implement marketing strategies that are capable of increase Power pull and power competition through preservation culture, empowerment community, protection environment, as well as creation mark authentic for tourists. With Thus, *Women's Leadership* and *Cultural*

Entrepreneurship estimated give influence positive to *Sustainable Destination Marketing*, both in a way direct and in a way No direct through *Authentic Destination Value* as variables mediation. Conceptual model This expected capable give greater understanding comprehensive about mechanism development marketing destination sustainable culture, especially in destinations tour culture in Bali.

Development Hypothesis

Influence Leadership to Authentic Destination Value

In management destination tour culture, *Women's Leadership* viewed as one of the factors that play a role in form *Authentic Destination Value*. Various study show that Woman tend apply pattern leadership that emphasizes collaboration, participation, and empowerment public in every process of taking decision. Approach the push awakening synergy between government, community local, and perpetrators business so that effort preservation culture can done in a way more effective. In addition, the involvement Woman in guard traditions, arts, religious rituals, and various form inheritance culture intangible participate strengthen identity culture that becomes characteristics main destination tour.

Based on perspective *Service-Dominant Logic* (SDL), value something destination No formed solely through activity manager destination, but is results from the *value co-creation* process that involves various stakeholders interests. In the context of said, leadership Woman play a role as a catalyst capable of strengthen collaboration, improving participation society, as well as create experience culture which are more authentic for tourists. Increasingly effective Woman operate role his leadership in coordinate various actor local, increasingly big opportunity creation perception positive traveler to authenticity culture and character typical destination. With Thus, *Women's Leadership* estimated own contribution positive to formation *Authentic Destination Value*.

Argumentation the in line with findings Kourtesopoulou and Chatzigianni (2021) and Santos et al. (2024), which show that leadership Woman capable strengthen preservation culture, improve participation society, and create experience more tourism authentic. Therefore that, the more effective role leadership Woman in management destinations, increasingly high perception traveler to *Authentic Destination Value*.

H1: *Women's Leadership* influential positive to *Authentic Destination Value*.

Influence Cultural Entrepreneurship towards Authentic Destination Value

Cultural Entrepreneurship reflects ability individual and community in develop potential culture become various form valuable innovation without remove character and identity culture local. Through activity entrepreneurship based culture, society can produce products, services, and experience tourism that represents uniqueness culture local. Innovation the No only increase Power pull destination, but also strengthen perception traveler to authenticity and character typical destination tour.

Based on perspective *Resource-Based View* (RBV), culture is source Power strategic that has characteristics unique, difficult imitated, and able to become source superiority sustainable competition. When assets culture managed in a way innovative through practice *Cultural Entrepreneurship*, values culture the will develop become experience valuable tourism tall and different from destination other. With thus, the more Good ability public in develop entrepreneurship based culture, increasingly *The Authentic Destination Value* perceived by tourists is also high.

H2: *Cultural Entrepreneurship* influential positive to *Authentic Destination Value*.

Influence Authentic Destination Value to Sustainable Destination Marketing

Authentic Destination Value is one of the element important in build success marketing sustainability -oriented destinations. In the context of tourist culture, values authentic No only reflect authenticity inheritance culture owned something destination, but also describes experience gained traveler through interaction with public local, tradition, and character typical destination. The more tall perception traveler to authenticity and uniqueness something destinations, increasingly strong image positive is formed, so that increase Power pull destination in term long.

Perspective *Service-Dominant Logic* (SDL) explains that mark destination is results from the *value co-creation* process that involves manager destination, community local, perpetrator businesses, government, and tourists. In this process, *Authentic Destination Value* functioning as mark together created through experience meaningful, participatory, and community - based tourism culture local. Authentic values that succeed built will strengthen effectiveness of marketing strategies destination Because capable increase satisfaction tourists, building loyalty, as well as push communication from mouth to positive *word-of-mouth* that supports sustainability destination

A number of study the previous also shows that a destination that is capable maintain authenticity culture own more advantages big in develop marketing strategies sustainable. Moore, et al (2021) explains that experience authentic become factor important in form perception traveler to quality destination Furthermore, Rickly (2022) emphasized that authenticity is source creation capable value strengthen Power competition destination at a time increase loyalty tourists. The results of Yin and Dai's (2021) meta- analysis also show that perception traveler to authenticity influential positive to satisfaction, intention visit return, and willingness For recommend destination to other tourists. Findings the indicates that the more tall *Authentic Destination Value* owned something destinations, increasingly effective implementation *Sustainable Destination Marketing*.

Based on argumentation theoretical and evidential empirical said, can assumed that improvement mark authentic destination will strengthen the success of a sustainability - oriented marketing strategy. Therefore that, the hypothesis proposed in study This is as following.

H3: *Authentic Destination Value* influential positive to *Sustainable Destination Marketing*

Influence Women's Leadership towards Sustainable Destination Marketing

Success implementation *Sustainable Destination Marketing* No only influenced by the effectiveness of the promotional strategy, but also by the ability leadership in manage all over potential destination in a way sustainable. *Women's Leadership* believed own role important Because characteristics leadership Woman tend emphasize collaboration, empowerment community, conservation culture, as well as inclusive development. Approach the allows awakening more synergy strong among government, society, actors business, and various stakeholders interest other in designing as well as implementing marketing strategies destination.

In perspective *Service-Dominant Logic*, success marketing destination sustainable is results from the collaboration process various actors who are together create value (*value co-creation*). Therefore that, the more effective leadership Woman in build Work same, strengthen participation society, and maintain

sustainability culture local, increasingly big opportunity the creation of an effective and capable Sustainable Destination Marketing strategy increase Power competition destination in term long.

H4: *Women's Leadership* influential positive to *Sustainable Destination Marketing*.

Influence Cultural Entrepreneurship to Sustainable Destination Marketing

Cultural Entrepreneurship contribute to strengthening *Sustainable Destination Marketing* through development various products, services, and experiences tourism rooted in culture local. The resulting innovation through activity entrepreneurship culture create differentiation difficult destination replicated by competitors at a time increase Power pull destination in the eyes tourists. In addition to strengthening identity destination, development economy creative based culture also provides mark add support formation image positive destination.

From the perspective *Resource-Based View*, culture is asset strategic that can produce superiority competitive if managed in a way creative and sustainable. Utilization source Power culture through *Cultural Entrepreneurship* No only increase benefit economy for public local, but also supports preservation culture and strengthen sustainability destination tourism. With thus, the more tall level *Cultural Entrepreneurship*, increasingly effective implementation *Sustainable Destination Marketing* run by the destination.

H5: *Cultural Entrepreneurship* influential positive to *Sustainable Destination Marketing*.

The role of mediation Authentic Destination Value in relationships Women's Leadership to Sustainable Destination Marketing

In context marketing destination sustainable leadership Woman estimated No only give influence in a way direct to *Sustainable Destination Marketing*, but also through formation *Authentic Destination Value*. Women play a role as leader in management destination own trend For push preservation culture, strengthening participation society, as well as build collaboration inter-stakeholder interests. These efforts contribute to the creation of experience authentic and reflective tourism character culture local. Increasingly tall mark perceived authenticity tourists, increasingly effective marketing strategies destination in create Power competition at a time guard sustainability cultural, social, and economic. With Thus, *Authentic Destination Value* estimated become bridging mechanism connection between *Women's Leadership* and *Sustainable Destination Marketing*.

H6: *Authentic Destination Value* mediate influence *Women's Leadership* to *Sustainable Destination Marketing*.

The role of mediation Authentic Destination Value in relationships Cultural Entrepreneurship towards Sustainable Destination Marketing

Cultural Entrepreneurship push creation various innovation based capable culture strengthen identity destination at a time present experience unique and meaningful tourism. Development products, services, and activity tourism based on culture local No only increase mark economy for society, but also strengthens perception traveler to authenticity destination. Authentic values are formed through the process become factor important to support effectiveness of marketing strategies destination sustainable. Therefore that, influence *Cultural Entrepreneurship* to *Sustainable Destination Marketing* estimated No only happen in a way directly, but also through improvement *Authentic Destination Value* as variables mediation.

H7: *Authentic Destination Value* mediate influence *Cultural Entrepreneurship* to *Sustainable Destination Marketing*.

In a way overall, research model This built based on perspective *Service-Dominant Logic* and *Resource-Based View* that places leadership Woman as well as entrepreneurship culture as source Power strategic in the process of creation mark destination. Through formation *Authentic Destination Value*, second factor the expected capable increase effectiveness *Sustainable Destination Marketing* in destinations tour culture.

METHODS OF RESEARCH

This research apply approach quantitative with design study explanatory *research* approach the used For test connection causal between formulated variables based on runway theory as well as supported by the findings empirical in research previous. Research model developed For analyze influence *Women's Leadership* and *Cultural Entrepreneurship* to *Sustainable Destination Marketing*, with *Authentic Destination Value* positioned as variables mediation. Data analysis was carried out use method *Structural Equation Modeling –Partial Least Squares* (SEM-PLS 4.1) Selection method This based on his ability in test relationship that is simultaneous, good connection direct and connection No direct through variables mediation. In addition, SEM-PLS was assessed in accordance For testing research models involving a number of latent construct with indicators that are reflective, as well as capable give robust estimation on a relatively research model complex.



Figure 1. Quantitative Research Flow
Source: A Primer on (PLS-SEM) (Hair et al., 2022)

Research flow with approach quantitative, starting with formulate current problems faced village tour culture with analyze role leadership women, entrepreneurship culture, values authenticity destination

as well as How guard sustainability marketing destinations in Bali. Next compile study literature and hypothesis. Determine population and sample with purposive *sampling* from village selected tours as well as collecting primary data as well secondary. Variable research, Cultural Entrepreneurship (X1), Women's Leadership (X2), Authentic Destination Value (M), and Sustainable Destination Marketing (Y). Choose location research in several village tourism in Tabanan, Badung, Gianyar and Karangasem regencies. Furthermore, feasibility tests and discussion and final conclusions and recommendations.

Research Location

The research was conducted on four destination tour culture in Bali Province which has characteristics strong culture as well as apply principles development tourist sustainable. Research location covering village tourism in Tabanan Regency, Tourist Village in Badung Regency, Tourist Village in Tabanan Regency Gianyar and tourist villages in Karangasem Regency. Selection to four location the done in a way purposive with consider a number of aspects. First, each destination own character unique and permanent culture maintain values culture local as Power pull main tourism. Second, management destination involving participation active public local so that reflect implementation draft *community-based tourism*. Third, to four destination the is representation development destination tour culture in Bali that prioritizes balance between preservation culture, empowerment society and sustainability tourist.

Population and Sample

Population study covering stakeholders interests involved in a way direct in management destination tour culture in Tabanan, Badung, Gianyar and Karangasem Regencies, namely, management village tourism, actors business tourism, women businessman based culture, management organization women at the level village or Banjar (PKK), as well as stakeholders interest tourist others who have knowledge about development destination. Technique taking sample use *purposive sampling*, namely method determination respondents based on criteria certain relevant with objective research. Criteria the covering individuals who have experience, involvement, or not quite enough answer in management and development destination tour culture so that capable give appropriate information with need research Determination amount sample referring to the recommendations of Hair *et al.* (2022), which states that size minimum sample in SEM-PLS analysis is ten times the amount indicators that lead to constructs with indicator the most, With consider that the research model consists of on around 16 indicators, research This set a target of 160 respondents. Total the viewed adequate For produce stable parameter estimation, improving accuracy model testing, as well as give Power good prediction in SEM-PLS analysis.

RESULT AND DISCUSSION

The analysis used to analyze the relationship between the variables studied in this study is *women's leadership, cultural entrepreneurship, authentic destination value and sustainable destination marketing*. This study use device Smart PLS 4.1 software. PLS-SEM analysis consists of from two sub - models, namely the measurement model or often called *outer model* and structural model or often called *inner model*. Here picture results testing with the PLS (*Partial Least Square*) method which can seen in Figure 2 as following in:

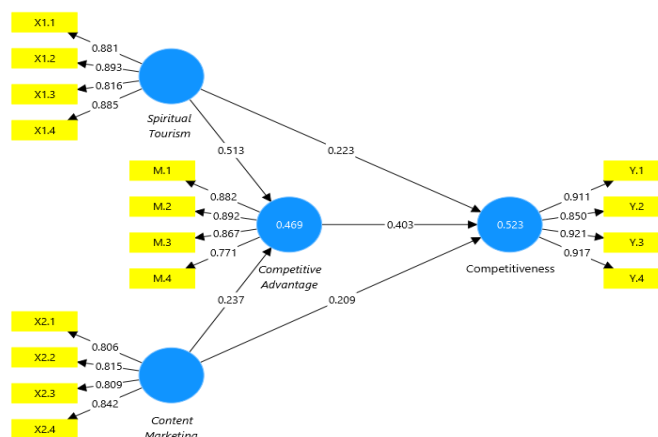


Figure 2. Results of the PLS Method (Results of the PLS SEM Algorithm)

Steps in analyze data with using PLS is the basic model evaluation in this test is *the outer model* and *inner model*. So that can know results testing *outer model* and *inner model* as following:

Evaluation Outer Model

Outer model test model is performed For evaluate quality instrument study through testing validity and reliability of each indicators. The outer model describes relatedness between measurable indicators with the latent construct it represents. Stages testing includes:

1. Convergent Validity

Convergent validity used For evaluate to what extent the indicators capable represent latent variables with see loading factor value. A indicator declared valid if own loading factor is above 0.7, which indicates existence relatedness strong between indicators and latent variables. Testing convergent validity also uses AVE value, where the AVE value considered fulfil The minimum requirement is 0.5. The results of convergent validity can be seen in Table 1 as following:

Table 1. Testing Convergent validity

Item	Outer Loading	AVE value	Information
WL 1 ← Women's leadership	0.883	0.771	Valid
WL 2 ← Women's leadership	0.877		Valid
WL 3 ← Women's leadership	0.847		Valid
WL 4 ← Women's leadership	0.903		Valid
CE 1 ← Culture entrepreneurship	0.873	0.711	Valid
CE 2 ← Culture entrepreneurship	0.802		Valid
CE 3 ← Culture entrepreneurship	0.828		Valid
CE 4 ← Culture entrepreneurship	0.868		Valid
ADV 1 ← Authentic destination value	0.879	0.728	Valid
ADV 2 ← Authentic destination value	0.876		Valid
ADV 3 ← Authentic destination value	0.765		Valid
ADV 4 ← Authentic destination value	0.888		Valid
HR 1 ← Sustainable destination marketing	0.906	0.763	Valid
HR 2 ← Sustainable destination marketing	0.900		Valid
HR 3 ← Sustainable destination marketing	0.822		Valid

HR 4 ← Sustainable destination marketing 0.863 Valid

Source: Processed data by SEM-PLS 4.1

Based on Table 1 results *Convergent validity* can be seen from the evaluation results on the *women's leadership* variable with 4 measuring items with an *outer loading* greater than 0.70, this indicates that all *women's leadership items* able to reflect the *women's leadership* variable. The evaluation results on the *culture entrepreneurship* variable with 4 measuring items showed an *outer loading* greater than 0.70, indicating that all *culture entrepreneurship items* able to reflect the *culture entrepreneurship* variable. The evaluation results on the *authentic destination value* variable with 4 measuring items had an *outer loading* greater than 0.70, indicating that all *authentic destination value items* able to reflect the *authentic destination value* variable. The evaluation results on the *sustainable destination marketing* variable with 4 measuring items showed an *outer loading* greater than 0.70, indicating that all *sustainable destination marketing items* were able to reflect the *sustainable destination marketing* variable. The evaluation results on the AVE value were known that each variable own mark AVE is greater than 0.50, so the model can be said to be valid and every indicator capable represent as well as reflect construct the variables in a way precise and consistent in accordance with the research model used.

2. Discriminant Validity

a. Cross Loading

Discriminant validity can tested with use mark *cross loading* if mark *cross loading* every indicator from the variables concerned more big compared to with *cross loading* variables otherwise, then indicator the is said to be valid. The results of the Cross Loading test can be seen in Table 2.

Table 2. Test Results Cross Loading

Item	Women's leadership	Culture entrepreneurship	Authentic destination value	Sustainable destination marketing
WL 1	0.883	0.599	0.644	0.643
WL 2	0.877	0.613	0.574	0.645
WL 3	0.847	0.550	0.591	0.549
WL 4	0.903	0.683	0.628	0.678
CE 1	0.636	0.873	0.585	0.581
CE 2	0.624	0.802	0.486	0.498
CE 3	0.432	0.828	0.540	0.533
CE 4	0.656	0.868	0.613	0.657
ADV 1	0.557	0.502	0.879	0.587
ADV 2	0.598	0.599	0.876	0.691
ADV 3	0.565	0.535	0.765	0.628
ADV 4	0.645	0.616	0.888	0.625
HR 1	0.721	0.673	0.672	0.906
HR 2	0.629	0.588	0.682	0.900
HR 3	0.515	0.489	0.607	0.822
HR 4	0.627	0.602	0.636	0.863

Source: Processed data by PLS-SEM 4.1

Based on Table 2 it can be seen that results evaluation of correlation variables *women's leadership* with 4 measuring items more tall compared to *authentic destination value*, *cultural entrepreneurship*, and *sustainable destination marketing*. Evaluation results on the correlation *entrepreneurship culture* variable with 4 measuring items more tall compared to correlation indicator *authentic destination value*, *women's leadership*, and *sustainable destination marketing*. Evaluation results on the correlation variables *authentic destination value* with 4 measuring items more tall compared to correlation *Women's leadership*, *cultural entrepreneurship*, and *sustainable destination marketing*. Evaluation results on the correlation variables *sustainable destination marketing* with 4 measuring items more tall compared to correlation indicator *women's leadership*, *culture entrepreneurship* and *authentic destination value*. So that can explained that all items on each variables is valid.

b. Fornell Lacker

Testing *discriminant validity* was also carried out with compare root Average Variance Extracted (AVE), where the value AVE root at each construct must more big than correlation between construct (Fornell-Larcker criteria). If criteria the fulfilled, then the model is stated own validity adequate discriminant. Fornell-Larcker test results can seen in Table 3 as following:

Table 3. Fornell-Larcker Value Test Results

	AVE	$\sqrt{\text{AVE}}$	Authentic Destination Value	Culture Entrepreneurship	Sustainable Destination Marketing	Women's Leadership
Authentic Destination Value	0.728	0.853	0.853			
Culture Entrepreneurship	0.711	0.843	0.663	0.843		
Sustainable Destination Marketing	0.763	0.873	0.744	0.678	0.873	
Women's Leadership	0.771	0.878	0.695	0.698	0.719	0.878

Source: Processed data by SEM- PLS 4.1

Based on Table 3 then can explained that value ($\sqrt{\text{AVE}}$) of the variable *women's leadership*, *culture entrepreneurship*, *authentic destination value* and *sustainable destination marketing*, For every construct with correlation between construct and construct other in the model. The model has validity good discriminant Because mark AVE root for every construct more big than correlation between construct and construct other.

c. HTMT

Discriminant validity is tests conducted with use mark Heterotrait-Monotrait Ratio (HTMT). Prerequisite testing *Heterotrait-Monotrait Ratio* (HTMT) each the variables concerned more small compared to 0.90, then variables the said to be valid. *The test results Heterotrait-Monotrait Ratio* (HTMT) can seen in Table 4

Table 4. Test Results Heterotrait-Monotrait Ratio (HTMT)

Variables	Authentic Destination	Culture	Sustainable Destination
	Value	Entrepreneurship	Marketing
Culture Entrepreneurship	0.756		
Sustainable Destination	0.839	0.760	
Marketing			
Women's Leadership	0.781	0.787	0.792

Source: Processed data by SEM-PLS 4.

Based on results testing Heterotrait - Monotrait Ratio (HTMT) in Table 4, can known that all HTML value between variables in study This is below 0.90. This is show that every construct has fulfil criteria validity discriminant, so that each variable capable differentiate in a way empirical from variables others, so that can concluded that all over variables in study This has meet the validity test discriminant use HTMT method and research model stated valid and worthy For used in analysis more carry on.

d. Composite Reliability and Cronbach's Alpha

Composite reliability is index that shows level reliability something instrument in measure the same phenomenon so that produce relative data consistent (reliable). A indicator assessed own reliability if mark *composite reliability* and *Cronbach's Alpha* exceed number 0.7. Test results *composite reliability* and *Cronbach's Alpha* can seen in Table 5 as following.

Table 5. Results of Composite Reliability and Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha	Information
Women's leadership	0.931	0.901	Reliable
Culture entrepreneurship	0.908	0.864	Reliable
Authentic destination value	0.914	0.874	Reliable
Sustainable destination marketing	0.928	0.896	Reliable

Source: Processed data by SEM-PLS 4.1

Based on Table 5, the evaluation results of the *composite reliability value* for the variables *women's leadership*, *culture entrepreneurship*, *authentic destination value* and *sustainable destination marketing* have... the respective values are 0.931, 0.908, 0.914 and 0.928, where all over mark the more big from 0.70, the result This prove that indicator can reflect The same construct. *Cronbach 's alpha* values for the variables *women's leadership*, *culture entrepreneurship*, *authentic destination value*, and *sustainable destination marketing* own values of 0.901, 0.864, 0.874 and 0.896 respectively, the values the all above 0.70. So it can be concluded that indicators in construct own adequate internal consistency as well as capable produce stable measurement.

Inner Model Evaluation

Evaluation *Inner Model* is measurement For evaluate level model accuracy in study in a way the whole, which is formed through a number of variables along with with the indicators. In the evaluation of

the structural model This will done through a number of approach including : (a) R-Square (R^2), and Q-Square Predictive Relevance (Q^2).

1. R- Square

R-Square (R^2) can show strong weakness the influence caused by the variable exogenous to endogenous variables. The model is categorized as strong if R^2 is more than 0.67, moderate if it is between 0.33 and 0.67, and weak if it is less than 0.33. The resulting R-Square (R^2) value can be seen in Table 6 as following.

Table 6. R-square Values

Variables	R-Square (R^2)
Authentic destination value	0.545
Sustainable destination marketing	0.651

Based on Table 6 shows mark *R-square authentic destination value* variable of 0.545, meaning amounting to 54.5% variation *authentic destination value* construct can explained by variables *women's leadership* and *culture of entrepreneurship*, while the rest by 45.5% of the variables *authentic destination value* explained by other variables outside the model, large mark *R-square authentic destination value* variable This classified as own moderate determination or currently.

Variables *sustainable destination marketing* which has mark *R-square* of 0.651, meaning amounting to 65.1% variation construct *sustainable destination marketing* can explained by variables *women's leadership*, *culture entrepreneurship* and *authentic destination value*, meanwhile the rest by 35.9% of the variables *sustainable destination marketing* explained by other variables outside the model, large mark *R-square* variables *sustainable destination marketing* This classified as own moderate determination or currently.

2. Q-Square predictive relevance

Calculation mark *Q-Square predictive relevance* aims For measure mark observations generated by the model and the model parameter estimates. The Q-Square value (Q^2) > 0 means construct exogenous own prediction relevance to endogenous construct, whereas If Q^2 value 0 means the model has less *predictive relevance*. Q^2 value have a value interval between $0 < Q^2 < 1$, if the Q^2 value of 0.02 indicates a weak model, 0.15 indicates a moderate model, and 0.35 indicates a strong model, then can known mark *Q-Square predictive relevance* as following:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 &= 1 - (1-0.545)(1-0.651) \\
 &= 1 - (0.455)(0.349) \\
 &= 1 - 0.159 = 0.841
 \end{aligned}$$

Calculation results Q^2 of 0.841, then in conclusion is that 84.1% of the variables *sustainable destination marketing* explained by *women's leadership*, *culture entrepreneurship* Good direct and No direct through *authentic destination value*, whereas the remaining 15.9% is explained by other variables that are not entered in the research model or outside the research model. Referring to the criteria strong weakness of the model based on mark *Predictive Relevance (Q^2)*, then this model classified as strong.

3. Structural Model Evaluation through *Goodness of Fit (GoF)*

Goodness of Fit (GoF) is measurement model accuracy in general overall, because considered is measurement single from outer model measurement and inner model measurement. Measurement values based on *Goodness of Fit* (GoF) has range mark between 0 (zero) to with 1 (one). *The Goodness of Fit* (GoF) value is getting better approaching 0 (zero), indicating the model is getting better not enough well, on the contrary the more avoid from 0 (zero) and increasing approaching 1 (one), the model becomes more good. Criteria strong weakness of the model based on measurement *Goodness of Fit* (GoF) according to Lathan and Ghozali (2019:88), is as following: 0.36 (GoF *large*), 0.25 (GoF *medium*), and 0.10 (GoF *small*). The formulation For measure strong weakness of the model based on *Goodness of Fit* (GoF) is:

$$GoF = \sqrt{(AVE \times R^2)}$$

$$GoF = \sqrt{0.743 \times 0.598}$$

$$GoF = \sqrt{0.444}$$

$$GoF = 0.666$$

Calculation results GoF above, shows its value is 0.666, then referring to the criteria strong weakness of the measurement model through Goodness of Fit (GoF) according to Lathan and Ghozali (2015:88), this model classified as to in a very powerful model.

Testing Hypothesis

Testing hypothesis done with the *p-statistics* test (*p-value*). If in testing This obtained *p-value* < 0.05 or T statistic > 1.96 means testing is significant and vice versa if *p-value* > 0.05 or T statistic < 1.96, means No significant. Based on results PLS analysis shows direction and influence of each variable exogenous to endogenous variables. The results can described as following:

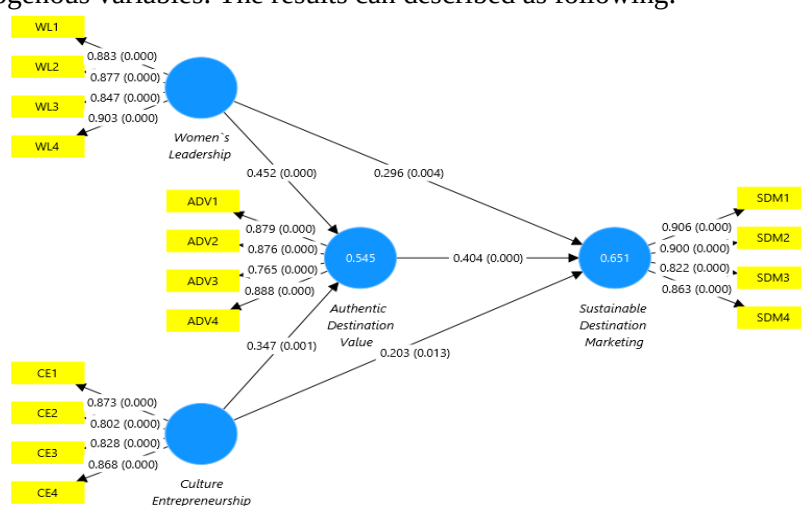


Figure 3. Test Results Hypothesis (Bootstrapping Results)

Figure 3 shows testing against the 7 existing hypotheses in study This with do *Bootstrapping* on the research model, so that can known results from testing hypothesis in Table 7 as following This.

Table 7. Test Results Hypothesis (*Bootstrapping*)

	Hypothesis	Original Sample	T Statistics	P values	Information
Influence Direct					
H 1	Women's leadership → Authentic destination value	0.452	4,097	0,000	Significant
H 2	Culture entrepreneurship → Authentic destination value	0.347	3,392	0.001	Significant
H 3	Authentic destination value → Sustainable destination marketing	0.404	3,619	0,000	Significant
H 4	Women's leadership → Sustainable destination marketing	0.296	2,896	0.004	Significant
H 5	Culture entrepreneurship → Sustainable destination marketing	0.203	2,494	0.013	Significant
Indirect Influence					
H 5	Women's leadership → Authentic destination value → Sustainable destination marketing	0.183	3,029	0.002	Significant
H 7	Culture entrepreneurship → Authentic destination value → Sustainable destination marketing	0.140	2,353	0.019	Significant

Processed: data by SEM-PLS

Based on results the analysis in Table 7 explains that of the 7 hypotheses proposed in influence direct and indirect direct study This as following. Testing influence *women's leadership* to *authentic destination value* based on results testing in Table 7 can known mark *original sample* influence *women's leadership* to *authentic destination value* of 0.452, with *P values* $0.000 < 0.05$ and *T statistics* value $4.097 > 1.96$, the results This indicates *women's leadership* influential positive significant to *authentic destination value*, so that hypothesis First in study This can accepted.

Influence *culture entrepreneurship* to *authentic destination value* based on results testing in Table 7 can be known mark *original sample* influence *culture entrepreneurship* to *authentic destination value* of 0.347, with *P values* $0.001 < 0.05$ and *T statistics* values $3.392 > 1.96$, the results This indicates *culture entrepreneurship* influential positive significant to *authentic destination value*. So that hypothesis second in study This can accepted.

Influence *authentic destination value* to *sustainable destination marketing* based on results testing in Table 7 can known mark *original sample* the influence of *authentic destination value* to *sustainable destination marketing* as big as 0.404, with *P values* $0.000 < 0.05$ and *T statistics* values $3.619 > 1.96$ indicate that *authentic destination value* influential positive significant to *sustainable destination marketing*, so that hypothesis third in study This can accepted.

Influence *women's leadership* to *sustainable destination marketing* based on results testing in Table 7 can known mark *original sample* the influence of *women's leadership* to *sustainable destination marketing* as big as 0.296, with *P values* $0.004 < 0.05$ and *T statistics* values $2.896 > 1.96$ indicate that

women's leadership influential positive significant to *sustainable destination marketing*, so that hypothesis fourth in study This can accepted.

Influence *culture entrepreneurship* to *sustainable destination marketing* based on results testing in Table 7 can known mark *original sample* the influence of *entrepreneurship culture* to *sustainable destination marketing* as big as 0.203, with *P values* $0.013 < 0.05$ and *T statistics* values $2.494 > 1.96$ indicate that *culture entrepreneurship* influential positive significant to *sustainable destination marketing*, so that hypothesis fifth in study This can accepted.

Influence *women's leadership* to *sustainable destination marketing* with mediation *authentic destination value* based on results testing in Table 7 can known results influence *women's leadership* to *sustainable destination marketing* with *authentic destination value* mediation own mark *original sample* of 0.183, with *P values* $0.002 < 0.05$ and *T statistics* values $3.029 > 1.96$, the results This indicates *authentic destination value* can mediate influence *women's leadership* to *sustainable destination marketing*. So that hypothesis sixth in study This can accepted.

Influence *culture entrepreneurship* to *sustainable destination marketing* with mediation *authentic destination value* based on results testing in Table 7 can known results influence *culture entrepreneurship* to *sustainable destination marketing* with *authentic destination value* mediation own mark *original sample* as big as 0.140, with *P values* $0.019 < 0.05$ and *T statistics* values $2.353 > 1.96$, the results This indicates *authentic destination value* can mediate influence *culture entrepreneurship* to *sustainable destination marketing*. So that hypothesis seventh in study This can accepted.

Discussion

Testing The Influence of Women's Leadership on Authentic Destination Value

Test results influence *women's leadership* to *authentic destination value*, known that *women's leadership* influential positive significant to *authentic destination value*, p This indicates that the more Good leadership Woman in manage destination tourism, then the more tall mark authenticity destinations that are felt by tourists. This is can explained Because leader Woman own role important in guard identity culture, preserving tradition local, as well as push involvement public in development destination tour.

Findings study This show that leadership Woman No only focused on management operational destination, but also has commitment For maintain values culture that becomes identity area. These efforts can realized through preservation ceremony customs, arts traditional, crafts local, up to implementation norms and wisdom local in activity tourism. When the leader Woman play a role active in guard values and traditions culture local, then management destination will more capable maintain traditions and culture local in a way authentic. Research results This in line with research conducted by Avina, *et al.* (2026) found that leadership Woman capable utilizing symbolic capital in the form of culture local, tradition and identity community as strength main, in development village tourism. Women play a role as connector between preservation culture, empowerment community and development tourist so that original destination still awake.

Testing The Influence of Culture Entrepreneurship on Authentic Destinations Value

Test results influence *Culture entrepreneurship* to *authentic destination value*, known that *Culture entrepreneurship* influential positive significant to *authentic destination value*, p This indicates that the

more Good implementation entrepreneurship based culture in management destination tourism, then the more tall mark authenticity destinations that are felt by tourists. This is show that utilization culture local as source activity economy No only increase welfare society, but also encourage preservation culture as identity main destination tour.

Findings study This show that show that culture local has utilized as source economy through various activities, such as development craft traditional, performance art, culinary typical, product creative, and service tourism that involves public local. The economic benefits obtained from activity entrepreneurship based culture create awareness that preservation culture No only is not quite enough answer social, but also become source sustainable livelihoods. With Thus, society will Keep going guard authenticity traditions, values culture and wisdom local to remain become Power pull for tourists. Research results This in line with research conducted by Richard (2025).

Testing The Influence of Authentic Destination Value on Sustainable destination marketing

Test results influence *authentic destination value* to *sustainable destination marketing*, it is known that *authentic destination value* influential positive significant to *sustainable destination marketing*, p This indicates that the more tall mark the authenticity that is owned something destination tourism, then the more effective implementation of sustainability - oriented marketing strategies. Authenticity destination be one of superiority competitive and capable interesting traveler at a time support effort preservation source Power culture and environment in term long.

Findings study This show that traveler evaluate destination capable guard authenticity traditions, customs custom and culture local although experience development as destination tourism. Success maintain culture in a way authentic give unique experience, enhance Power pull destinations, as well as differentiate it from other destinations that offer product tour similar. Authenticity persistent culture awake become mark main thing that can promoted in a way consistent without must change identity destination to follow market trends. Research results This in line with research conducted by Yin and Dai (2021)

Testing The Influence of Women`s Leadership on Sustainable destination Value

Test results influence *women's leadership* to *sustainable destination marketing*, it is known that *women's leadership* influential positive significant to *sustainable destination marketing*, p This indicates that the more Good role leadership Woman in management destination tourism, then the more effective marketing strategies sustainability - oriented destinations. Leadership Woman contribute in create management destinations that are not only focused on improving amount visit tourists, but also pay attention to preservation culture, empowerment society, and sustainability destination in term long.

Findings study This show that leader Woman own commitment in guard identity culture through preservation traditions, customs custom arts, and wisdom local that becomes characteristics typical destination tourism. Concern the create synergy between development tourism and conservation culture so that values local still awake in the middle development industry tourism. Leadership women who have concern to preservation culture will push developing a marketing strategy that emphasizes identity local as Power pull main destination. Through approach said, the activities promotion No only aim interesting tourists, but also educate traveler about importance value culture local and supportive preservation inheritance culture as part from experience tourism. Research results This in line with research conducted

by Satrya, *et al.* (2024) results his research show that local culture that is maintained in a way authentic increase perceived value traveler as well as create experience memorable tour, so that strengthen Power attraction and loyalty traveler to destination.

Testing The Influence of Culture Entrepreneurship on Sustainable destination marketing with Authentic destination value as Mediation

Test results influence *culture entrepreneurship* to *sustainable destination marketing*, it is known that *culture entrepreneurship* influential positive significant to *sustainable destination marketing*, p This indicates that the more Good implementation entrepreneurship based culture in management destination tourism, then the more effective marketing strategies sustainability - oriented destinations. This indicates that utilization culture local as source activity economy No only increase welfare society, but also supports the creation of a marketing strategy that is capable guard sustainability destination in term long.

Findings study This show that culture local has utilized as asset economy through various form business creative, such as craft traditional, culinary typical, show art, products culture and activities tour based community. The economic benefits obtained from activity the push public For Keep going maintain and develop culture local as source income at a time identity destination tourism. The community that obtains benefit economy from culture local will own more motivation big For maintain quality product culture, maintaining traditions, as well as participate in management destination in a way sustainable. Research results This in line with research conducted by Utami et al. (2023) which found that entrepreneurship public based local potential is an important factor in success development village tour sustainable development various business creative based culture No only increase welfare society, but also strengthens sustainability destination through innovation product tourism and engagement public in management destination.

Testing The Influence of Women`s Leadership on Sustainable destination marketing With Authentic destination value as Mediation

Test results influence *women's leadership* to *sustainable destination marketing* with *authentic destination value* as mediation, known that *authentic destination value* capable mediate influence *women's leadership* to *authentic destination value*, p This means the more Good role leader Woman in maintain and develop identity destinations, increasingly tall *authentic destination value* is formed, so that the marketing strategy sustainability - oriented destinations can implemented in a way more effective.

. Findings study This show that leader Woman in management destination tour reflected through his abilities in preserve culture local, building collaboration with society, as well as guard balance between development tourism and conservation source Power local. Condition This show that leadership Woman capable create supportive environment preservation identity culture as asset main destination tourism. When culture local still awake in form originally, tourists get more experience meaningful and have perception that destination the own unique identity. Authentic values this is what it is superiority competitive a destination that is capable maintain Power competition in term long and strong image destination in the eyes tourists. Research results This in line with research conducted by Ferdinand (2021) which found that destination authentic value is mechanism important bridging quality management destination to loyalty tourists. The study also showed that authentic destination value is the results of the

value co-creation process as explained in Service Dominant Logic, so that a destination that is capable maintain authenticity culture will own superiority more marketing sustainable.

Testing the influence of entrepreneurship culture on Sustainable destination marketing with Authentic destination value as Mediation

Test results influence culture of entrepreneurship towards sustainable destination marketing with authentic destination value as mediation, known that authentic destination value capable mediate influence culture of entrepreneurship towards authentic destination value, p This the more Good implementation of entrepreneurship culture, increasingly high authentic destination value destinations, so that marketing strategies are oriented towards sustainability can implemented in a way more effective.

Findings study This show that culture local has utilized as source activity economy through various business creative, such as craft traditional, culinary typical, show art, as well as product tour based culture. The economic benefits felt public push they For Keep going maintain and preserve culture local Because culture No only own mark historical, but also become source sustainable income. When utilization culture local give benefit economy for society, community will own greater interests big For maintain authenticity traditions, customs and wisdom local. So, tourists get more experience authentic Because the culture displayed is part from life society, not just attractions created For interest commercial. Authentic value this is what it is superiority destination in build unique and different image from destination others. Research results this in line with research conducted by Arsa, et al. (2025). The research explain that industry creative based culture capable increase income public at a time strengthen identity culture local. Management of cultural capital in a way sustainable No only give benefit economy for society, but also strengthens image destination as culture that has characteristics unique and authentic.

CONCLUSION

Women's leadership plays an important role in promoting sustainable destination marketing through the strengthening of cultural entrepreneurship in cultural tourism destinations in Bali. Women can act as key drivers of cultural preservation, community empowerment, and the development of culture-based businesses that generate economic benefits while maintaining local cultural identity. Cultural entrepreneurship has a positive effect on authentic destination value, which in turn strengthens sustainable destination marketing. Furthermore, authentic destination value is proven to mediate the influence of cultural entrepreneurship on sustainable destination marketing, indicating that cultural authenticity is an important factor in enhancing the competitiveness and sustainability of cultural tourism destinations. Theoretically, this study contributes by integrating women's leadership, cultural entrepreneurship, authentic destination value, and sustainable destination marketing into a single research model. These findings also support the Service-Dominant Logic perspective, which emphasizes that destination value is co-created through collaboration among leaders, local communities, business actors, and tourists. However, this study is limited to tourism villages in Bali, which restricts the generalizability of the findings to other regions. In addition, the cross-sectional research design does not fully capture changes in leadership, cultural entrepreneurship, authentic destination value, and destination marketing over time.

The findings suggest that the Bali Provincial Government, regency and city governments, tourism village managers, Tourism Awareness Groups, cultural MSME actors, and tourism offices should

strengthen women's participation in tourism governance and cultural entrepreneurship as part of sustainable tourism development. Women should be given greater opportunities to participate in decision-making, manage cultural attractions, develop community-based tourism products, and occupy strategic positions in tourism organizations. Tourism villages are also encouraged to develop tourism packages that emphasize cultural authenticity through traditions, handicrafts, local cuisine, performing arts, and community-based cultural activities. Cultural MSME actors should continuously innovate while preserving authentic local values by integrating cultural storytelling, local identity, creativity, product quality, and sustainable production practices into their marketing strategies. Tourism offices may also develop capacity-building programs covering women's leadership, cultural entrepreneurship, digital destination marketing, and authentic tourism experience management. In addition, authentic destination value can be incorporated into destination performance evaluation so that tourism development is assessed not only based on the number of tourist arrivals, but also on the quality of tourist experiences and the preservation of local cultural identity.

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